

Appln. No. Serial No. 09/997,502  
Amdt. Dated 06/30/2006  
Third Response in Appln, Reply to Office Action of 3/30/2006  
Page 21 of 23

### **REMARKS**

Claims 1-42 are pending in this application. The Examiner rejected Claims 1-42 under 35 U.S.C. 102(e). Claims 1, 5, 12, 21, 23, 25, 28, 32, and 40-42 have been amended in the foregoing amendments. No fees are believed due; however, the Commissioner is hereby authorized to charge any deficiency or credit any overpayment to Deposit Account 11-0855.

### **Claims 1-42 Are Not Anticipated by *Linden***

The Examiner rejected Claims 1-42 as anticipated by U.S. Patent No. 6,266,649 to Linden et al. ("*Linden*"). This rejection is traversed for the reasons discussed below.

### **Claim 1**

The invention of Claim 1 produces a recommended item list based on the item rating values received from a requesting client who issued a recommended item presentation request (user preference estimating factor information) and the access log maps that are converted from access logs for viewing/purchasing items by a plurality of clients (analysis source information). The access log maps are in the form of a list of item identifiers and their distances for each client identifier or a list of client identifiers and their distances for each item identifier.

Linden describes a recommendation service which recommends items to users based on (a) the user's purchase history, (b) the user's item ratings profile (if any), (c) the current contents of the user's personal shopping cart(s), and (d) a listing of items that were recently removed from the shopping cart(s) without being purchased (See Column 7, lines 20-39), and a previously-generated similar items table 60 which maps individual items to lists of similar items with commonality indexes CI that indicate the relatedness of the items to the popular items (See e.g. Fig. 1, Column 8, line 58 to Column 10, line 3 and Column 9, lines 37-40). In generating the similar items table 60, Linden generates a temporary table which maps customers to purchased items 102A and a temporary table which maps purchased items to customers 104A. See e.g. Fig. 3 and Column 12, lines 26-53. Although Linden describes that the temporary tables 102A and 104A map customers to purchased items or purchased

Appln. No. Serial No. 09/997,502

Amtdt. Dated 06/30/2006

Third Response in Appln, Reply to Office Action of 3/30/2006

Page 22 of 23

items to customers, Linden does not describe access log maps in the form of a list of item identifiers and their distances for each client identifier, or a list of client identifiers and their distances for each item identifier, as required by Claim 1. The commonality indexes CI of Linden are associated with only the item to item mappings. The commonality indexes CI are not associated with item to client identifier mappings. Thus, Linden does not anticipate the invention of Claim 1, and Claim 1 should be allowed.

#### **Claims 5, 12, 25, 32, 41, and 42**

The Examiner indicated that recommendations within the system of Linden are only given to user which are targets, and that the system of Linden has to know something (*e.g.* a recent purchase, other items the user likes, etc.) about the user (*i.e.* identify them as a target) before it can recommend an item to that user. Claims 5, 12, 25, 32, 41, and 42 require extracting or receiving only the access logs of those clients who are targets and converting only the extracted or received access logs into access log maps that are used in producing a recommended item list. Linden does not describe generating access log maps using only the access logs of users that are targets. Thus, Claims 5, 12, 25, 32, 41, and 42 also are not anticipated by Linden.

#### **Claims 2-42**

Independent Claims 5, 12, 21, 25, 32, 40-42 include limitations that are similar to that of independent Claim 1. The remarks made in support of patentability of Claim 1 are equally applicable to distinguish Claims 5, 12, 21, 25, 32, 40-42 from Linden. Accordingly, independent Claims 5, 12, 21, 25, 32, 40-42 as well as dependent Claims 2-4, 6-11, 13-20, 22-24, 26-31, and 33-39 should also be allowed.

### **CONCLUSION**

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit

Appln. No. Serial No. 09/997,502

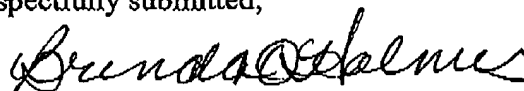
Amdt. Dated 06/30/2006

Third Response in Appln, Reply to Office Action of 3/30/2006

Page 23 of 23

a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



By: Brenda O. Holmes

Reg. No. 40,339

KILPATRICK STOCKTON LLP

1100 Peachtree Street, Suite 2800

Atlanta, Georgia 30309-4530

Telephone: (404) 815-6500

Facsimile: (404) 815-6555

Our Docket: 44471/266545